# Zapier to Facebook Conversion API (FBCAPI)

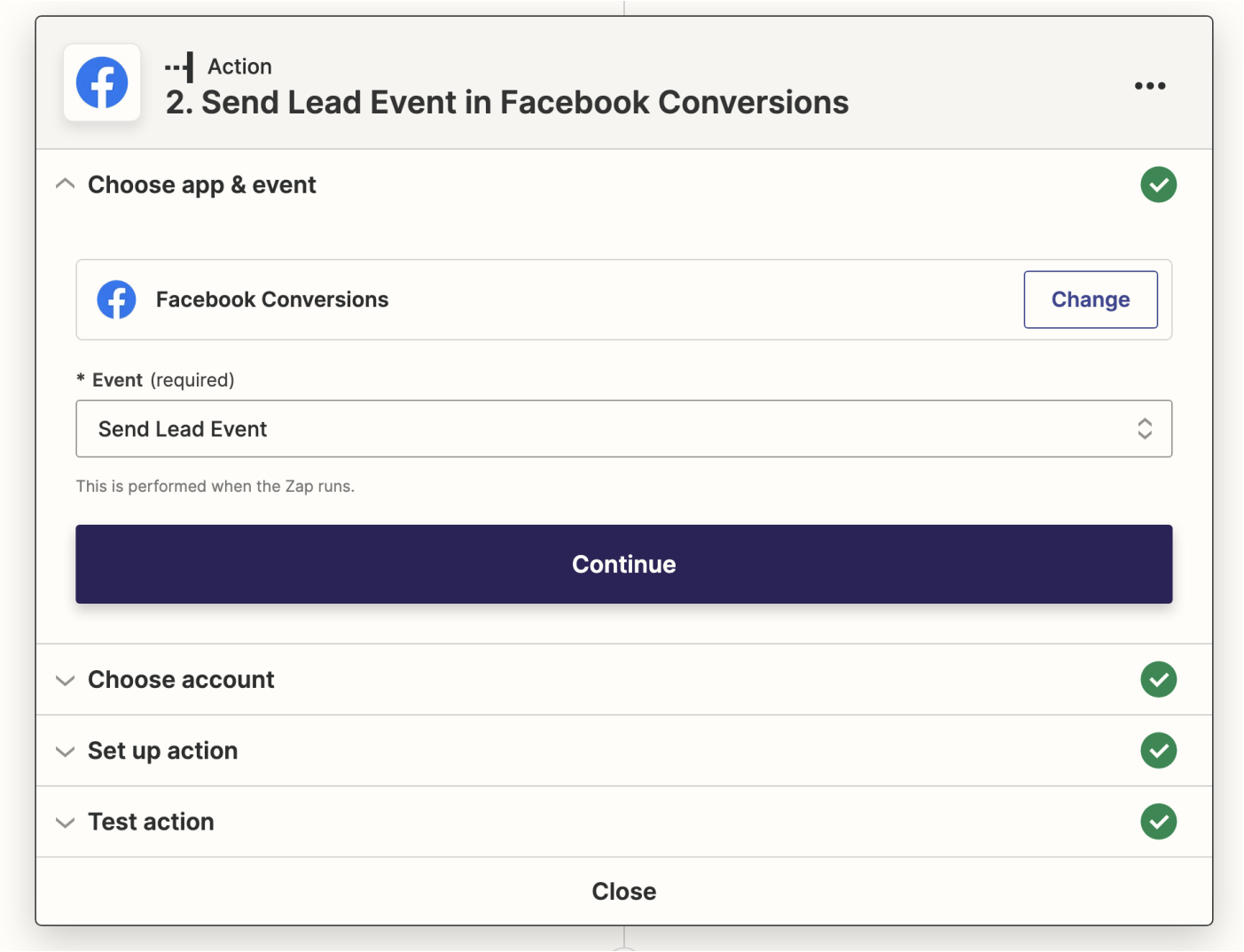
## Set Zapier from your Facebook account as Partner

- Go to the Data Sources tab in Meta Events Manager.
- Select Settings.
- Scroll down and select Choose a Partner.
- Select Zapier and follow the setup instructions.

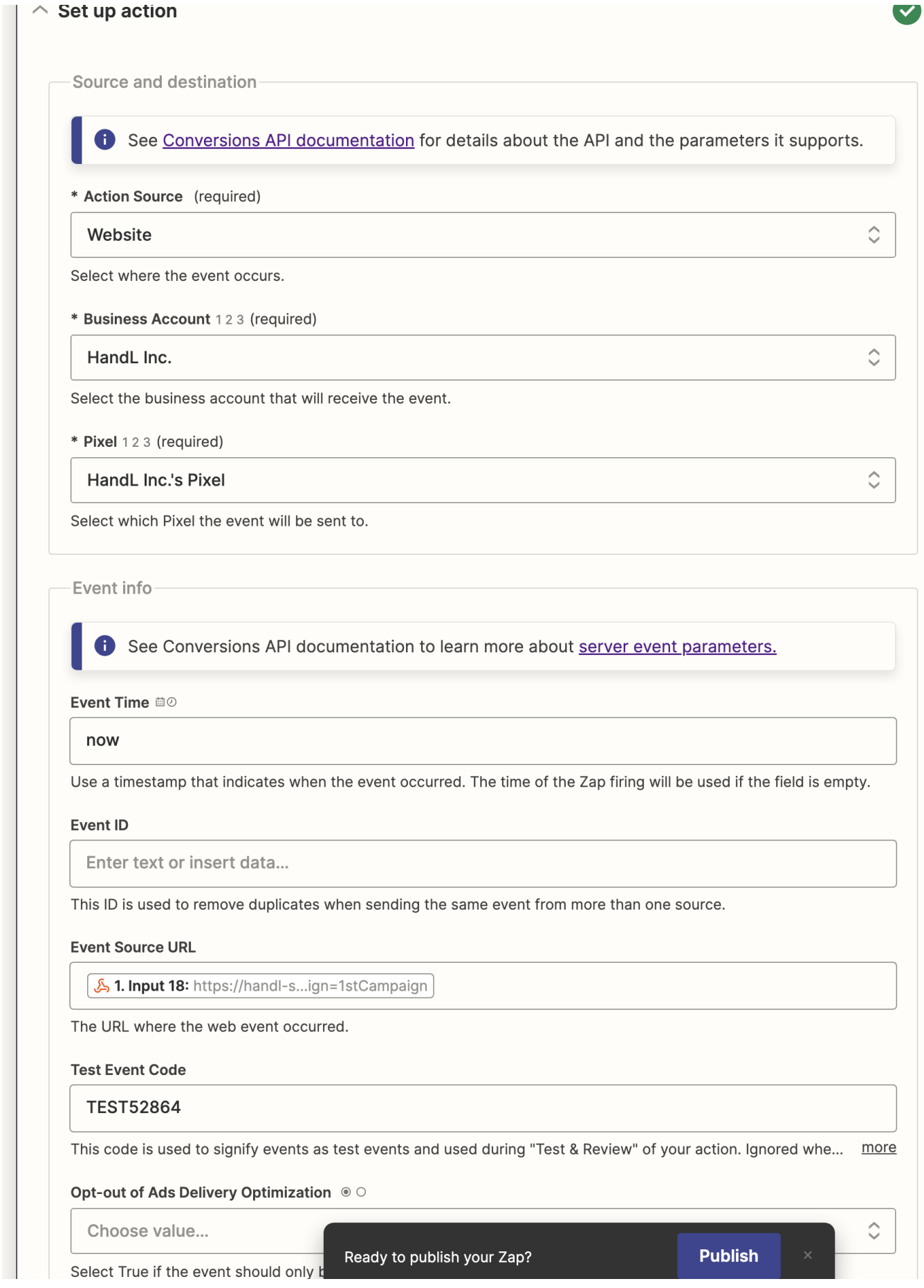
see more here Facebook Documentation

## Head back to Zapier

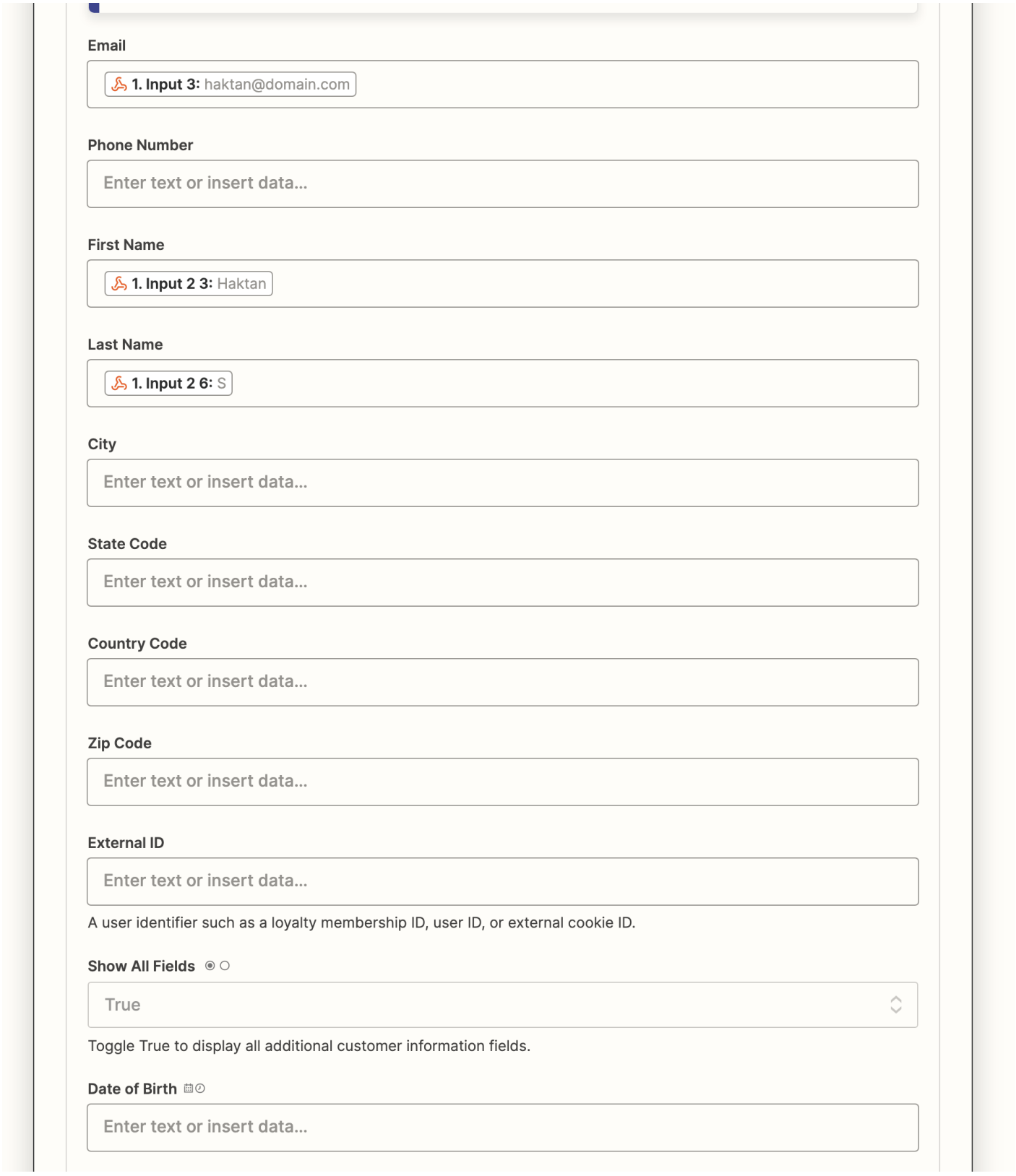
- Find your actions (This can be vary depending on the integration e.g. Click Funnel Purchase Event or Webhook Catch Event)
- Add `Facebook Conversions` as action and select appropriate Event (we selected Lead Event)




- Select your Business Ccount and Pixel




- Set up the action based on the data you collect (you should send name and email as minimum for Lead event. And more for Purchase event)




That's it!

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